

DEVELOP A HOLISTIC CORPORATE ENGAGEMENT STRATEGY

August 6 - 7, 2019 | San Antonio, TX



Bring disparate efforts together and boost the effectiveness of your corporate partnerships.

OVERVIEW

Building a holistic strategy to engage corporate partners can be time-consuming and difficult to approach. Without a plan and direction, many institutions are finding it challenging to mitigate corporate partnerships effectively. Learn how you and your team can build a strategy to achieve holistic corporate engagement.

Join us for this conference to learn how to foster multidimensional relationships with corporate partners that incorporate research, tech transfer, workforce development programs, recruiting, and philanthropic support. You will hear about efficiencies and successes that can come from moving to a holistic model that houses all of these engagement opportunities under one coordinated effort, and you will gain insight on:

- Communicating benefits of a centralized corporate engagement model across your institution
- Collaborating with institutional research, CFR, academic, and community affairs offices
- Setting corporate engagement goals that are both internally and externally beneficial
- Measuring ROI associated with a centralized effort

INDIVIDUALIZED CONSULTING TIME

Included with your registration is the opportunity to sign up for a consultation with our conference faculty. This consultation session will allow you and your team to address challenges and questions specific to your institutional context.

WHO SHOULD ATTEND - BRING YOUR TEAM

Are you considering moving your campus towards a holistic approach to corporate engagement? Bring a team that includes academic, advancement, and administrative leaders to learn how to collaboratively move to this centralized model.

CONFERENCE BUNDLE

If you and your team also want to discover a more skills-based approach, register for this conference and ***Essential Skills for Engaging Corporate Partners*** and **save \$400 on each registration!** If you have questions about which program is right for you, please reach out to [Grace Royal](#).

AGENDA

Day 1 | August 6

Conference Registration

8:30 - 9:00 a.m.

Opening Remarks

9:00 - 9:30 a.m.

How Models for Holistic Corporate Engagement Can Advance Your Goals

9:30 - 10:45 a.m.

We will begin with an overview of the aspects that comprise a holistic approach to corporate engagement. Through highlighting a range of models across several institutions, you will explore how holistic engagement can be organized and structured for successful outcomes.

Break

10:45 - 11:00 a.m.

Where Are You Now?

11:00 - 11:45 a.m.

During this session you will split into like-groups based on institutional size and focus. You will assess where you are now in terms of a holistic corporate engagement model on your campus and discuss the results with your peers and our experts.

Lunch

11:45 a.m. - 1:00 p.m.

Auditing Your Existing Corporate Engagement Touchpoints

1:00 - 2:00 p.m.

Before you begin to articulate your institution's corporate engagement goals and strategy, it's imperative to have a comprehensive understanding of how your institutional departments are currently engaging with corporations. Our expert instructor will guide you through an audit of your current levels of corporate engagement.

Break

2:00 - 2:15 p.m.

Working Session: Auditing Your Existing Corporate Engagement Touchpoints

2:15 - 2:45 p.m.

During this session you will begin your audit and determine what system you will use and steps you will take to complete it when you return to campus.

AGENDA

Day 1 (CONTINUED)

Steps to Developing a Corporate Engagement Strategy

2:45 – 3:45 p.m.

In this hour, you will begin setting specific objectives that will help you better define and prioritize your goals. Key strategic questions may include: Is your institution looking to increase the number of companies it currently engages for research through this holistic effort? Are you hoping to further diversify the types of organizations that recruit undergraduate students on campus? Are you hoping to accomplish multiple objectives through your holistic approach?

Working Session/Consulting Time: Developing Your Strategy

3:45 – 4:30 p.m.

Based on the tools introduced thus far, you will take the first steps in developing your own holistic corporate engagement strategy. With guidance from our experts and written exercises, you will answer key questions and begin forming your own strategy that's right for your campus. Our consultants will meet with you to answer questions specific to your institution.

Networking Reception

4:30 – 5:30 p.m.

Day 2 | August 7

Breakfast

8:00 – 8:30 a.m.

Recap and Review Day 1

8:30 – 8:45 a.m.

How to Establish and Communicate Success Metrics for Your Corporate Engagement Plan

8:45 – 10:00 a.m.

It is critical to track the return on investment associated with any new initiative. You will learn how to track the ROI of your holistic corporate engagement model in both the short- and long-term, as well as how to communicate this information to key administrators across campus. Our expert instructors will also share insights on how corporations are measuring the ROI on their investments at your institution.

Break

10:00 – 10:15 a.m.

Educating the Campus Community on Your Corporate Engagement Goals

10:15 – 11:30 a.m.

Corporate engagement takes strong partnerships with faculty, career services, research, and beyond. You will learn a communication tool to better engage and align your efforts across stakeholder groups.

AGENDA

Day 2 (CONTINUED)

Working Session: Refining your Strategy and Action Planning

11:30 - 12:00 p.m.

This session will be an opportunity to complete your strategy planning documents. Once your strategy is refined, you will begin creating an action plan for when you return to your campus. You will also have an opportunity to practice communicating this strategy to your peers.

Wrap-Up

11:45 a.m. - 12:00 p.m.

INSTRUCTORS

Christopher S. Groff

Assistant Vice President, Corporate and Foundation Relations, Office of University Advancement, Fairleigh Dickinson University

Chris manages the CFR philanthropic planning, research, and stewardship process for all of Fairleigh Dickinson's campuses. His work and leadership has successfully led to an increase in the number of strategic corporate partnerships and grants dollars at FDU since 2004. Chris previously was as a director of corporate and foundation relations at Rutgers, The State University of New Jersey and has a background in public policy, public relations and marketing. A frequent regional and national speaker, Chris is also a lecturer in communications.

Anne O'Donnell

Senior Executive Director of Development, Corporate Relations, UC San Diego

Anne leads a newly established As Senior Executive Director of Development, Corporate Relations at UC San Diego since January 2017, Anne leads a new Central Corporate Relations Office to develop holistic relationships with companies to support UC San Diego's strategic plan and fundraising objectives. Anne served over 17 years at the UC San Diego Jacobs School of Engineering building corporate engagement programs, first launching the Director of the Corporate Affiliates Program (CAP) with 75+ high technology and life science member companies for custom access to faculty, research, students. More recently, Anne continued to build new corporate engagement models as the Executive Director, Corporate Research Partnerships where she built the first seven of the Dean's Agile Centers of Excellence—multidisciplinary faculty teams focused on technologies that are highly relevant to industry. Under Anne, CAP ran the Team Internship Program and started Executive Education Engineering degree programs. All programs in which CUBIC has participated as a longtime innovation partner and supporter of UC San Diego. An alumna of Mount Holyoke College, Anne went on to Harvard University earning a Master's in Public Policy and a Master's in Theology. Anne serves on Board of Catholic Charities of San Diego and is an ICF-certified professional leadership coach. Anne is married and a mother of five great kids ages 16-29.

Cynthia J. Sweet

Associate Vice Chancellor Economic Partnerships, Office of Economic Partnerships, University of Pittsburgh

In her current role, Cynthia Sweet is responsible for operations and strategic direction for corporate engagement and economic partnerships. She has 13 years of experience in central administration for academia and a total of 23 years of experience in economic and business development for public and private sectors. Prior to joining Pitt, Cynthia was the Associate Vice President for Corporate and Government Relations at West Virginia University; before that, she was with University of Wisconsin-Madison Office of Corporate Relations. She has a M.S. degree in Planning and International Economic Development from University of Wisconsin-Madison and a B.A. degree in Economic Development from St. Cloud State University in Minnesota.

ACADEMIC IMPRESSIONS STAFF

Grace Royal

Program Manager, Academic Impressions

Grace Royal is a Program Manager for Academic Impressions, where she develops dynamic training programs. Grace joined Academic Impressions in 2016, after leading the development of training programs as the Academic Director for a Saudi Arabia-based educational organization. Prior to that, Grace was a university instructor and held teaching and leadership positions in universities in South Korea and Saudi Arabia. In the United States, she worked on the Colorado School of Mines campus in Golden, Colorado preparing international students for academic success. Grace holds a Master's in Curriculum and Instruction (adult learning) from the University of Colorado, Denver and is a credentialed master trainer. She earned a Bachelor's in Business Administration with a finance emphasis from the University of Colorado, Denver, as well. Her Academic Impressions' program focus is primarily on the topics of academic resource allocation, corporate engagement, and institutional planning and effectiveness.

LOCATION

August 6 - 7, 2019 | San Antonio, TX

Hotel:

Westin Riverwalk
420 W Market Street
San Antonio, TX 78205
210.224.6500

Room rate:

\$179 + tax

Room block dates:

The nights of August 5 and 6, 2019.

Room block cutoff date:

July 16, 2019

Reserve Your Room: Please call 210.224.6500 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues